

CLAIMS

1. A method of targeting promotions to an individual associated with a vehicle, where the vehicle includes an on-board system including vehicle sensors from which a maintenance event can be detected, said
5 method comprising:

detecting a vehicle maintenance event, including

digitally interrogating the on-board system of the vehicle,

10 detecting when the vehicle maintenance condition meets predetermined maintenance criteria, and

15 transmitting wirelessly to a remote computer an identification that the particular vehicle has met the predetermined maintenance criteria;

generating a promotion associated with the vehicle maintenance event;

20 providing the promotion to the individual associated with the particular vehicle, including

using an association between the individual and the particular vehicle to associate the vehicle maintenance event with the individual, and

25 sending the promotion to the individual.

2. A method according to claim 1, wherein:

interrogating the on-board system includes
providing a vehicle having an on-board digital
system having instructions stored therein
operative to cause the digital system to
unsolicitedly detect occurrence of the
maintenance event; and

said instructions further cause the on-board
digital system and a wireless transmitter
associated with the vehicle to unsolicitedly
contact the remote computer and send the
identification to the computer.

3. A method according to claim 1, wherein
generating a promotion includes:

obtaining service discount coupon permissions
for a plurality of service providers, across
multiple geographies;

filtering the service providers based on type of
vehicle maintenance service and geographic
vicinity to the individual; and

generating and transmitting at least one coupon
to an address associated with the individual in
response to the filtering.

4. A method according to claim 1, wherein
generating a promotion includes:

generating a discount coupon for a product that
is complimentary to the vehicle maintenance
event;

transmitting the coupon to an address associated with the individual.

5. A method according to claim 1, wherein generating a promotion includes:

5 generating a discount coupon for a service that is complimentary to a service for the vehicle maintenance event;

transmitting the coupon to an address associated with the individual.

6. A method according to claim 1, wherein:

transmitting to a remote computer includes transmitting the identification to a delegee of a vehicle manufacturer or dealer;

5 generating a promotion includes use of the identification by the delegee to generate a notification that a particular vehicle maintenance event has been reached, and mailing that notification to the individual pursuant to
10 a vehicle sales promotion.

7. A method according to claim 1, wherein:

the vehicle has an on-board computer system and a vehicle user display screen; and

5 sending the promotion to the individual includes sending an electronic message to the on-board computer system for the vehicle which causes the computer system to visually display the promotion for the user.

8. A method according to claim 1, wherein:

using an association includes storing contact information for the individual, including an email address associated with the individual;

5 sending the promotion to the individual includes sending an electronic message to the user's email address.

9. A method according to claim 1, wherein generating a promotion includes:

generating a discount coupon for a product that is complimentary to a service for the vehicle maintenance event;

5 transmitting the coupon to an address associated with the individual.

10. A method according to claim 1, wherein using an association includes:

collecting, at the time of vehicle purchase, a contact address for a vehicle purchaser, and storing the contact address in an electronic database.

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11. A method according to claim 1, wherein using the association includes:

storing a vehicle identification number on-board the vehicle;

5 upon detection of a maintenance event, transmitting the vehicle identification number together with the identification sent to the remote computer; and

associating contact information for the individual with a particular maintenance event using the vehicle identification number.